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Whitesbog Blueberries

WE assure you the berries of the Jersey variety here pictured are exactly life size. We find it hard to believe ourselves, even when looking at the real fruit, but it is actually so.

Yes, the flavor is remarkably fine, too—the delightful tang of wild Blueberries, but smoother, finer.

True blue aristocrats are all the several varieties of Whitesbog Blueberries. You now see the fruit on sale in many of the larger cities, that of all varieties covered by the name TRU-BLU-BERRIES.

You who have gardens may provide yourselves a liberal supply for five or six weeks by growing several varieties ripening in succession. The bushes are marvels of beauty at all seasons and most charming associates in the garden. Think of the joy of showing such plants to your friends and sharing with them the amazing berries.

JOSEPH J. WHITE, Inc.
WHITESBOG, NEW JERSEY

Whitesbog Blueberries -



ONE OF THE BLUEBERRY FIELDS AT WHITESBOG

New Cultivated Varieties of an Old Wild Favorite

WHITESBOG BLUEBERRIES will supply your table with luscious fruit for a month or more after raspberries are gone.

The largest Blueberries grow to three-quarters of an inch or more in diameter, and the general run of the crop is several times as large as average wild berries. In selecting varieties, careful attention has been given to size, but as much care has been given and as much success attained in securing fruit of superlative flavor, fine aroma, and delightful texture.

As compared with other berries, you will be surprised at the keeping qualities of these Blueberries. Ripe berries can be kept on the bushes for a week, if necessary, and constantly improve in flavor. They are sweet and rich, even when somewhat shriveled.

The large berries grow in bountiful clusters and are easily and quickly picked. The invariable exclamation of July visitors to the Whitesbog fields is, "Why, they are like grapes!" After the first or second crop you need not stoop to pick them, and you may have to reach up for the topmost berries.

These handsome bushes will stand a greater degree of cold in winter than the average wild ones. They are also much less likely to be injured by spring frosts, and seldom are they troubled with insects or disease.

Whitesbog Blueberries will aid in enhancing the

beauty of the most perfect garden. They can do this most successfully if employed with laurel and rhododendrons, to which family of plants they belong.

To the steadfast masses of evergreen laurel and rhododendrons deciduous Blueberries give pleasantly contrasting lightness and color. In spring, against the heavy green foliage of their cousins, the dainty new leaves of Blueberries are especially charming. Even more lovely are the carmine-tipped buds and myriads of waxy, white flower-bells which come before the flowers of their more leisurely relatives. Only one or two of the most early-flowering rhododendrons compete with them in point of time. The berries, at first green, flushed with pink on the sunny side, and then ripening to a lovely, soft blue, are exceedingly beautiful till past mid-summer. To no foliage does autumn bring a more glorious and lasting crimson than to the leaves of Blueberries. When the gorgeous leaves drop, there remain bright red twigs, knobby with the fat buds enfolding the promise of next spring's flowers, to make a rosy tracing 'gainst dark green background or glistening snow, and to smile warmly through sleety armor.

A little Blueberry hedge edging the drive at the turn to the Whitesbog office brings exclamations of delight every time an automobile puts the spotlight of its lamps on the red winter twigs with or without extra decoration of snow and ice.



FRANKLINIA

(*Franklinia alatamaha*, *Gordonia alatamaha*)

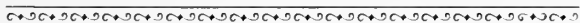
THE EXQUISITE FALL-FLOWERING TREE

AN exquisite tree indeed! It is most beautiful in its general landscape effect, with the first flowers opening in mid-August. The trees, even when very small, are abundantly starred with them until Jack Frost nips hard.

Every detail is of wondrous charm. Smooth, dark gray bark, with broken, wavering, light gray, longitudinal markings, covers a slender trunk and graceful branches so muscular and sinewy in appearance that one almost expects motion, as under a greyhound's satin skin.

The young leaves unfold a charming, delicate, bronzy red. At maturity they are 5 to 6 inches long by $1\frac{1}{2}$ to 2 inches wide, a rich dark green with red veining. In autumn the whole tree blazes with rich, warm color.

The flower buds are balls covered with whitish



green satin. When as large as marbles they unfold. The guard petal retains its firm, spherical form, and from its shelter four other petals emerge. They are satiny snowy white, elaborately frilled and pleated. The snowy, frilly chalice, 3 inches in diameter and of piquant irregularity, holds a sumptuous mass of the richest orange-gold stamens and breathes forth a delicate, balmy fragrance.

This lovely tree was found in Georgia in the latter part of the eighteenth century, but in spite of diligent search has not been found growing wild since 1790. Bailey's *Cyclopedia of Horticulture* says of it: "Shrub or tree to 30 feet. It does well in Massachusetts in sheltered position or with slight protection and blooms freely every year. A large tree in the Bartram Garden, near Philadelphia, was long supposed to be the only living specimen. All other specimens in cultivation are believed to have been propagated from the Bartram tree which has lately died."

So desirable a tree, known for more than a century and a quarter, would have been more widely distributed except for difficulties of propagation. Some years ago, Dr. Frederick V. Coville, of the United States Department of Agriculture, successfully propagated it from cuttings in the same soil he was using for blueberries. From him the original plants of the Whitesbog stock were obtained.

The *Franklinia*, like blueberries, appreciates peaty material in its soil and good drainage with assurance against drought, but it is much more tolerant of ordinary garden conditions than are the blueberries. It is a good associate for rhododendrons and azaleas. Add *Franklinia* to a group of dogwood and double your enjoyment of that planting.

The plants we offer are very strong and vigorous, and the larger ones bloomed in the nursery last fall.

Plants 12 to 15 inches high, \$3 each, delivered	
Plants 18 to 24 inches high, \$5 each	
Plants 2½ to 3 feet high, \$10 each	} Transportation Collect
Plants 3½ to 4 feet high, \$15 each	

JOSEPH J. WHITE, Inc.
WHITESBOG, NEW JERSEY

-A new and delightful fruit

DESCRIPTION OF VARIETIES

RUBEL. Ranks highest in desirable qualities among all the hundreds of thousands of wild bushes examined and the hundred selected, propagated, and tested under cultivation by Elizabeth C. White. Well-developed bushes stand 6 feet high or more, vigorous and beautiful. The stems are slender, but sturdy, the older ones covered with smooth, gray bark, while the winter color of the young wood is a rich red. The large berries are of fine blue color. This variety has been more extensively planted for commercial fruit production than any other. None is more beautiful and none can be more certainly depended on for a good crop every year.

GROVER. Ranks second among the wild selections. The bushes slightly exceed in size those of Rubel, for which it is a good pollinator. The winter color of the young stems is a warm, brownish yellow, with shadings of red. Its berries are darker in color and less uniform in size than Rubel, though the largest ones are larger than those of Rubel. No variety of Blueberries surpasses Grover in fine flavor and delicacy of texture. With most commercial growers who have all varieties to choose from, it is the favorite for the home table.

PIONEER (Coville Hybrid 620-A). A very fine variety, the first named by Dr. Frederick V. Coville of the United States Department of Agriculture. The bushes are stocky, seldom exceeding 4 feet in height, with a tendency to be broad rather than high. Its stems are stout and stiff, and the winter color of the young growth is a delightful red. Pioneer produces heavy crops of berries close set in the cluster. They are larger than Rubel, of a medium blue color and fine flavor. Pioneer has been extensively planted for commercial fruit production and has proved an exceedingly valuable variety.

KATHERINE (Coville Hybrid 830-C). Has the same parentage as Pioneer and resembles it in type of growth, size of berries, and the winter color of its young growth. The leaves are broader and heavier in texture than those of Pioneer. Its berries are lighter blue, more smoothly finished, and, possibly, more exquisite in flavor. Katherine is exceptionally beautiful in every detail of foliage and fruit.

CABOT (Coville Hybrid 834-A). The earliest variety. Plants seldom exceed 3 feet in height, making a broad, low bush. The leaves are comparatively slender and a very dark green. In winter the new growth is light red, over olive. The berries have a delicious subacid flavor. Cabot has been extensively planted as a commercial early variety and has proved of great value.

✓ **RANCOCAS (Coville Hybrid 1232-C).** A variety with Rubel as one parent. The bush is more slender in type than Rubel, with larger berries. Rancocas has made a strong appeal to the commercial growers in New Jersey and has been planted by them in considerable quantities. An interesting variety of a type quite different from the others here described.

✕ **CONCORD (Coville Hybrid 1452-A).** Another variety with Rubel as one parent. Concord is a bush of upright habit, which at maturity will probably exceed 6 feet. The young growth is bright red

in winter. Its berries are large, many reaching three-quarters of an inch in diameter, fine in flavor and appearance.

✕ **JERSEY (Coville Hybrid 1443-A).** Illustrated on the front page. A cross between Rubel and Grover, named Jersey because both parents originated in New Jersey. Its berries are the largest of any, with no crowding in the cluster. The bush promises to become very large. This remarkable variety is offered for the first time and should be tried by everyone who can give it the good conditions it deserves. The berries have remarkable keeping qualities and improve in sweetness and richness of flavor for days after they appear ripe.

TIME OF RIPENING

Cabot is the earliest variety. At Whitesbog it begins to ripen the last week in June. Pioneer, Katherine, Rancocas, and Concord are midseason varieties. Rubel, Grover, and Jersey are late varieties that ripen two or three weeks later than Cabot. Berries may be picked from each bush several times at intervals of five to seven days.

"In April, 1924, I purchased ten Blueberry plants from you. Every plant lived, and the bushes are now (1930), 5 to 6 feet high. For the last three years have picked a bushel of berries from the ten bushes."—Ohio.

PIONEER
(Actual Size)

Copyright 1921, by
Joseph J. White, Inc.



CULTURAL SUGGESTIONS

WHITESBOG BLUEBERRIES prefer an acid soil containing an abundance of peat or other partially rotted vegetable matter. They need a moderate supply of soil-moisture, and good drainage so that the roots can get air during the growing season.

Where natural Blueberry soil is not available in the garden, the right conditions can be created easily by mixing with the surface soil a liberal quantity of peaty material, such as acid peat, partially rotted leaves, pine-needles, sawdust, or chip dirt from an old wood-pile. Peat-moss, which is now widely advertised, is also an excellent material for this purpose. If your soil is clay, the addition of sand will benefit it. If planted in a dry location, the plants should be kept mulched with leaves, straw, lawn-clippings, or peat-moss to conserve the moisture. This mulch should *not* be removed or dug into the soil, but left to rot in place, with fresh material added each year.

Space the plants about 3 feet apart if planted in a row. Setting the plants in beds 3 feet apart one way and 4 to 5 feet the other way has also been found satisfactory. At least two varieties should be included in every planting, as an exchange of pollen is necessary to produce good crops of berries.

Planting in the spring is recommended. Fall planting is equally satisfactory for shipment to near-by points.

Detailed cultural directions are furnished with the plants.

"The plants are doing well. Our climate and soil seem adapted to their growth. Last winter was a good test. Weather at 20 degrees below zero and little snow to cover them."—WISCONSIN.

Whitesbog Blueberry Plants Now Available in Three Sizes

Plants 10 to 12 inches high, with good balls of soil on the roots. These plants are pruned to about half this height before shipment. They should bear fruit the third summer (a little over two years) after planting.

Plants 15 to 18 inches high. These are shipped with large balls of soil on the roots and are burlapped and crated, pruned, ready to plant. Plants this size should bear fruit the second summer (a little over one year) after planting.

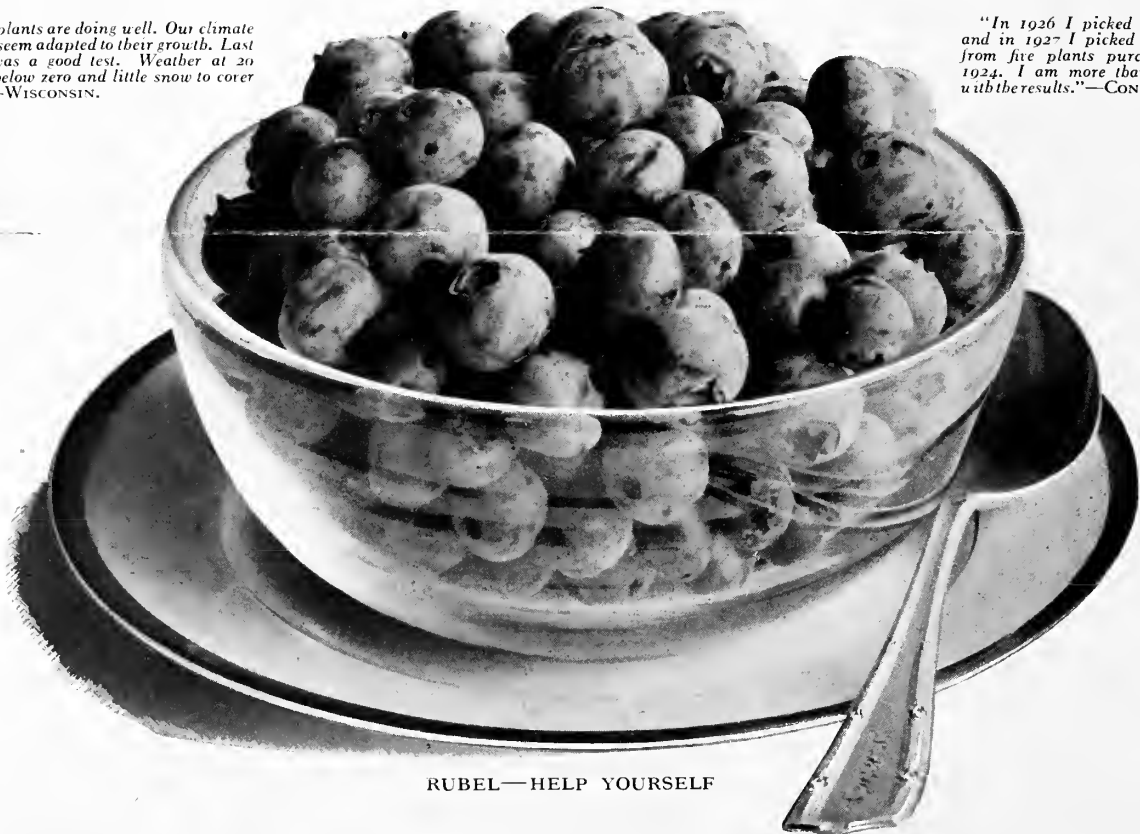
Specimen Blueberry plants for prompt fruit production or for landscape purposes. Extra-large root-balls, burlapped. This size usually delivered on purchaser's truck at our nursery. Pruned to give proper balance of foliage and fruit. Enough fruit-buds are left on the bushes to yield a moderate crop the first summer after planting.

Pricing are given on the Order-Sheet.

The Whitesbog Guarantee

We guarantee that our plants will reach you in first-class condition. If for any reason you are not satisfied, the plants may be returned within three days, and we will replace them or refund the money, as you prefer. We will replace without charge any plant which proves untrue to label.

"In 1926 I picked 14 quarts and in 1927 I picked 18 quarts from five plants purchased in 1924. I am more than pleased with the results."—CONNECTICUT



RUBEL—HELP YOURSELF